

## ORDER



**Orders**  
**Order / Rev:** 169859  
**Alt Order #:** 06868973  
**Product Desc:** Candidate  
**Estimate:** 1890  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

KOB

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** The New Media Firm  
**Buying Contact:** Michele Certo  
**Billing Contact:**  
 C/O Mundy Katowitz Media  
 Washington, DC 20036-3134

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Michelle Lujan-Grisham for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 05/27/09  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	24	\$9,575.00	\$8,138.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$9,575.00	\$8,138.75	0.00
<b>Totals</b>	<b>24</b>	<b>\$9,575.00</b>	<b>\$8,138.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	11/03/12	11/03/12	Saturday Today Saturday Today	CM	Sa 5a-7a	-----S-	:30	1	\$175.003		0.00	NM	1	\$175.00
SA AM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$175.00		0.00						
2	All	10/31/12	10/31/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	--W----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$425.00		0.00						
3	All	11/01/12	11/01/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	---T---	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$425.00		0.00						
4	All	11/02/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	----F--	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$425.00		0.00						
5	All	11/05/12	11/05/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$425.00		0.00						

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Advertiser: Michelle Lujan-Grisham for Congress  
 Product Desc: Candidate  
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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	All	11/06/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a -T-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1		\$425.00			0.00			
12	All	10/31/12	10/31/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a --W----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1		\$200.00			0.00			
13	All	11/02/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a ----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1		\$200.00			0.00			
14	All	11/06/12	11/06/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a -T-----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1		\$200.00			0.00			
15	All	11/01/12	11/01/12	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p ---T---	:30	1	\$125.004		0.00	NM	1	\$125.00
MILLIONAIRE<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1		\$125.00			0.00			
16	All	10/31/12	10/31/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p --W----	:30	1	\$125.004		0.00	NM	1	\$125.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1		\$125.00			0.00			
17	All	11/02/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ----F--	:30	1	\$125.004		0.00	NM	1	\$125.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1		\$125.00			0.00			
18	All	11/01/12	11/01/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p ---T---	:30	1	\$200.003		0.00	NM	1	\$200.00
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1		\$200.00			0.00			
19	All	10/31/12	10/31/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p --W----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1		\$200.00			0.00			
20	All	11/02/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1		\$200.00			0.00			
21	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1		\$200.00			0.00			
22	All	11/01/12	11/01/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p ---T---	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1		\$500.00			0.00			
23	All	11/05/12	11/05/12		CM	M-F 6p-632p M-----	:30	1	\$500.003		0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 4 @ 6p M-F										
				News 4 @ 6p M-F										
				EYEWTNS NW-600<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1		\$500.00		0.00				
24	All	10/31/12	10/31/12	News 4 @ 630p M-F	CM	M-F 630p-7p --W----	:30	1	\$500.003		0.00	NM	1	\$500.00
				News 4 @ 630p M-F										
				EYEWTNS NW-630<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$500.00		0.00				
25	All	11/02/12	11/02/12	News 4 @ 630p M-F	CM	M-F 630p-7p ----F--	:30	1	\$500.003		0.00	NM	1	\$500.00
				News 4 @ 630p M-F										
				EYEWTNS NW-630<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--		1		\$500.00		0.00				
26	All	10/31/12	10/31/12	Wednesday Prime B	CM	W 8p-9p --W----	:30	1	\$900.003		0.00	NM	1	\$900.00
				Wednesday Prime B										
				L&O SVU										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$900.00		0.00				
27	All	11/04/12	11/04/12	Football Night in America	CM	Su 5p-6p -----S	:30	1	\$1,000.004		0.00	NM	1	\$1,000.00
				Football Night in America										
				SUN NGT FBALL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$1,000.00		0.00				
28	All	10/31/12	10/31/12	News 4 @ 10p M-F	CM	M-F 10p-1035p --W----	:30	1	\$800.003		0.00	NM	1	\$800.00
				News 4 @ 10p M-F										
				EYEWTNS NWS-10<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$800.00		0.00				
29	All	11/01/12	11/01/12	News 4 @ 10p M-F	CM	M-F 10p-1035p ---T---	:30	1	\$800.003		0.00	NM	1	\$800.00
				News 4 @ 10p M-F										
				EYEWTNS NWS-10<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---		1		\$800.00		0.00				
												Totals	24	\$9,575.00

\*Tax 1 Note: ABQ 7%.